

COURSE OVERVIEW SS0430-4D
Communication Skills

Course Title
 Communication Skills

Course Reference
 SS0430-4D

Course Duration/Credits
 Four days/2.4 CEUs/24 PDHs



Course Date/Venue

Session(s)	Date	Venue
1	March 04-07, 2024	Jubail Hall, Signature Al Khobar Hotel, Al Khobar, KSA
2	June 10-13, 2024	Ajman Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE
3	August 05-08, 2024	Cheops Meeting Room, Radisson Blu Hotel, Istanbul Sisli, Turkey
4	October 21-24, 2024	Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE

Course Description



80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

In today's fast-paced business environment, daily schedules often include numerous meetings and communications in addition to more traditional individual project work. Strong communication skills help leverage such interactions into opportunities for building consensus and improving efficiency.



This course emphasizes specific tools and techniques for improving listening skills, delivering effective messages and bridging different communication styles. In extensive workshops, you develop the "communications agility" needed to handle interactions with people at varying levels across an organization.

Through intensive in-class workshops and simulations, participants work in small groups to apply communications tools and strategies, including:

- Profiling your communication style
- Assessing your relationship skills
- Creating value through communication
- Bridging the communication gap to reach communicators with other styles
- Reinforcing active listening with paraphrasing and other techniques
- Interpreting unspoken attitudes and behaviors in a group context
- Expressing clear messages



Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a comprehensive knowledge on communication skills
- Listen to the others and communicate effectively and in a manner that fosters open communication
- Acquire different communication skills needed to communicate effectively and efficiently in a professional work environment
- Identify and interpret different methods/styles of communication skills to build more productive working relationship
- Identify barriers to communication skills and strategies to overcome them
- Determine the various tools and techniques in getting your message across effectively
- Demonstrate active listening through non-verbal communication
- Improve the behavior of those who communicate and work with others
- Sharpen your communication skills to improve clarity and conciseness
- Pave the way for positive interactions
- Apply the Customer Service Paradigm to establish greater value for customers
- Read the "emotional content" accompanying messages
- Develop and maintain open channels of communication and improve ways in dealing with challenging conversations
- Anticipate and avoid common misunderstandings
- Build greater relationship skills that emphasize trust and respect
- Identify the roadblocks that undermine your ability to communicate effectively

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

Who Should Attend

This course provides an overview of all significant aspects and considerations of basic communication for those who need to deliver clear messages, staff whose job demands frequent communication with groups and those who want to strengthen their communication skill and enhance their ability to interact with others. Further, this course is also beneficial for all the department personnel.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Fee

Al Khobar	US\$ 4,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Abu Dhabi	US\$ 4,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Istanbul	US\$ 5,000 per Delegate + VAT . This rate includes Participants Pack (Folder, Manual, Hand-outs, etc.), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	US\$ 4,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation


Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations


Certificates are accredited by the following international accreditation organizations: -

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The International Accreditors for Continuing Education and Training (IACET USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **2.4 CEUs** (Continuing Education Units) or **24 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Pete Du Plessis is a **Senior Management Consultant** with over **35 years** of extensive experience. His expertise lies extensively in the areas of **Creative Thinking & Problem-Solving** Techniques, **Change** Management, **Reliability** Engineering, **Statistics & Reliability** Testing, **Measurement System** Analysis, **Negotiation** Skills, **Presentation** Skills, **Communication & Influencing** Skills, **Communication & Interpersonal** Skills, **Quality** Management System, **Root Cause** Analysis, **Organisation Design & Structural** Analysis, **Emotional Intelligence**, **Effective Business Writing** Skills, **Leadership** Skills, **Crisis Management & Communication**, **Designing & Conducting Effective Business Continuity**, **Business Continuity** Strategies, **Disaster Recovery** Planning, **Leadership & Team Building**, **Interpersonal Skills & Teambuilding**, **Coaching & Mentoring**, **Innovation & Creativity** Skills, **Office Management & Administration** Skills, **Time & Stress** Management, **Crisis** Management, **Human Resources** Management, **Customer Service** Excellence, **Essential Skills** for **Effective Training**, **Training & Designing a Training Plan**, **Identifying Training Needs & Evaluating Training**, **Executive Coaching**, **Mentoring & Team Building**, **Coaching & Counselling**, **Commercial Negotiation** Skills, **Contract** Management, **Contract Negotiation**, **Risk** Management & **Contractors Selection**, **Supplier** Assessment, **Supplier & Contractors'** Management, **Supplier Claim** Management, **Effective Tendering & Supplier** Selection, **Supplier Relationship** Management, **Suppliers & Contractors** Management, **Suppliers** Assessment & **Performance** Measurement, **Effective Purchasing & Supplier** Selection, **Essential** Management of **Suppliers & Contractors**, **Contractors** Agreements & **SLAs**, **Contractors** Evaluation, **Budgeting & Forecasting** Skills, **Effective Budgeting & Cost** Control, **Financial** Analysis & **Reporting**, **Budget** Preparation Skills, **Business** Process Development, **Business** Process Optimization, **Business** Process Analysis, **Business** Process Improvement, **Business** Continuity Planning, **Service** Provider Performance & **Monitoring**, **Cash** Flow Fundamentals, **Business** Finance Fundamentals, **Business** Continuity Fundamentals, **Situational** Analysis Fundamentals, **SWOT** Analysis, **Gap** Analysis, **Change** Management, **Human Resource** Management (**HRM**), **Human Resource** Development (**HRD**), **HR** Business Development, **HR** Practices & **Strategy**, **Behaviour Based** Interviewing & **Recruitment**, **Learning & Development**, **Project** Management, **Financial** Management, **Planning**, **Budgeting & Cost** Control and **Risk** Management. Previously, he was the **Quality** Manager of **Benteler Automotive**, where he was responsible for implementing, controlling and managing quality and technical department processes and systems and mobilizing the quality control department, procedures and quality management system.

During his career life, Mr. Plessis has worked with several prestigious companies occupying numerous challenging managerial and technical positions such as being the **Financial** Manager, **Operations** Manager, **Technical & Quality** Manager, **Logistics & Purchasing** Manager, **Head Metrologist**, **Quality** Engineer, **Project** Engineer, **Materials & Warehouse** Planner & **Controller**, **Quality** Control Inspector, **Consultant**, **Fitter & Machinist**, **Apprentice Fitter** and **Part-time** Instructor. All throughout his career, he has mastered and specialized in the application of project management, warehouse & inventory control, value chain analysis, logistics & strategic planning, process flow analysis, business process evaluation & re-engineering, master-plan development, capacity planning and site space-planning & development.

Mr. Plessis has a **Bachelor's** degree with **Honours** in **Industrial Engineering & Management**. Further, he has gained **Diploma** in **Quality & Production** Management. He is also a **Certified Assessor & Moderator** with the Manufacturing, Engineering & Related Services Education and Training Authority (MERSETA), a **Certified Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a **Certified Instructor/Trainer** by the APICS. He has further delivered numerous trainings, courses, seminars, conferences and workshops internationally.





Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0900	<i>Communication as a Tool</i>
0900 – 0930	<i>Exploring the Relationship Between Communication & Job Performance</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Raising the Quality & Effectiveness of Contact with Colleagues</i>
1030 – 1130	<i>Using Good Communication to Achieve Excellent Customer Service</i>
1130 – 1215	<i>Identifying What You Can Give & Receive in Vital Relationships</i>
1215 – 1230	<i>Break</i>
1230 – 1330	<i>Getting your Message Across Effectively</i>
1330 – 1420	<i>Communication Styles</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0815	<i>Laying the Groundwork</i>
0815 – 0900	<i>Recognizing & Defusing Defensive Reactions</i>
0900 – 0930	<i>The Importance of Communication Styles</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Discussing Technical Topics with a Non-Technical Audience</i>
1030 – 1130	<i>The Art of Listening</i>
1130 – 1215	<i>Listening Skills & Its Importance</i>
1215 – 1230	<i>Break</i>
1230 – 1330	<i>Active Listening</i>
1330 – 1420	<i>Lending Precision to Listening</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day Two</i>

Day 3

0730 – 0815	<i>The Customer Service Paradigm</i>
0815 – 0900	<i>Considering Everyone your Customer</i>
0900 – 0930	<i>Establishing Greater Value for Customers</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Developing & Maintaining Open Channels of Communication</i>
1030 – 1130	<i>Importance of Positive Messages & Confidence</i>
1130 – 1215	<i>Uncovering Hidden Assumptions</i>
1215 – 1230	<i>Break</i>
1230 – 1330	<i>The Impact of Openness on Relationships</i>
1330 – 1420	<i>Dealing with Challenging Conversations</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day Three</i>





Day 4

0730 – 0815	<i>Dealing with Difficult People & Personalities</i>
0815 – 0900	<i>Persuasion</i>
0900 – 0930	<i>Creating a Language Environment Devoid of Verbal Abuse & Defensiveness</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Defusing Defensiveness in Others with No Loss of Face to Anyone</i>
1030 – 1130	<i>Criticism & Feedback</i>
1130 – 1215	<i>Creating an Effective Interactive Feedback Loop</i>
1215 – 1230	<i>Break</i>
1230 – 1345	<i>Building Trust & Mutual Respect with Authentic Conversation</i>
1345 – 1400	<i>Course Conclusion</i>
1400 – 1415	POST TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions/Site Visit

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

Kamel Ghanem, Tel: +971 2 30 91 714, Email: kamel@haward.org

